

USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/25 thru 12/31.

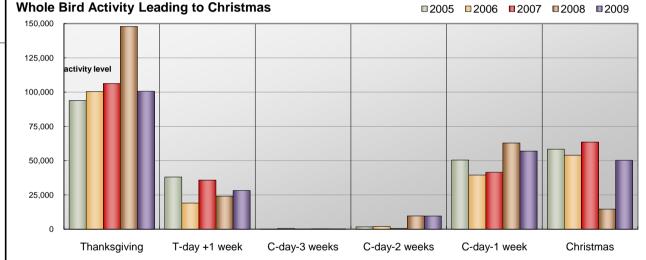
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

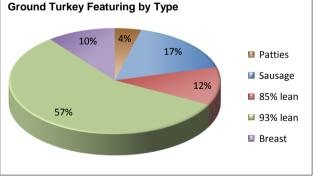
(prioce in delicit per pedria fresh unices etherwise fretea,													
NATIONAL SUMMARY													
	THIS	WEEK	LAST	WEEK	LAST YEAR								
Feature Rate 1/	78.9% o	f 18,600	90.0%	of 18,600	38.4% of 18,000								
realure Kale	out	lets	ou	tlets	outlets								
Special Rate 4/	9.4	4%	9.	9%	3.7%								
Activity Index 2/	65,	680	76	,820	24,750								
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg							
WHOLE BIRDS:													
Fresh - Hens	13,920	1.39	15,220	1.37	4,040	1.50							
" - Toms	13,510	1.39	14,410	1.37	3,720	1.48							
Frozen - Hens	10,940	0.90	13,590	0.91	3,460	1.04							
" - Toms	11,880	0.90	13,680	0.92	3,390	1.01							
PARTS:													
Breast:													
Bone-in, whole													
Fresh	2,020	2.43	2,860	2.31	1,090	2.66							
Frozen	8,600	1.61	9,320	1.63	2,380	1.75							
Hotel Style													
Fresh			20	1.99	30	1.89							
Frozen													
Split, bone-in													
Fresh	30	2.52	10	2.19									
Rotisserie	760	7.66	540	7.26	790	6.93							
Boneless, whole			80	3.99	20	2.99							
Cutlets	110	4.28	140	4.82	670	4.26							
Cutlets, thin sliced			10	4.99	300	5.33							
Strips	10	5.45											
Tenders	20	2.94	20	3.99	30	4.79							
Marinated Tenders	50	4.54	710	4.26	470	3.95							
Drumsticks	10	1.49	20	1.59	440	1.30							
Thighs	10	2.19	10	2.19									
Wings	10	1.49	20	1.59	340	1.24							
Necks	10	1.49	10	1.49									
Smoked Drumsticks	30	1.59	60	1.70	100	1.49							
Smoked Wings	50	1.64	30	1.71	100	1.49							
Smoked Necks	30	1.38	30	1.55									
GROUND TURKEY:	3,680	2.80	6,030	2.79	3,090	2.63							
Patties	150	2.97	60	2.58									
Sausage	620	2.31	1,240	2.66	770	2.67							
85% lean	430	2.16	510	2.29	580	2.01							
93% lean	2,090	2.71	3,380	2.53	1,450	2.55							
Breast	390	4.72	840	4.36	290	4.23							
Rolls (frsh/frz 1 lb.)				-	290	1.48							
Note: rolls not included in	around fre	esh around	turkey tot	al and weig	hted avers	nne							

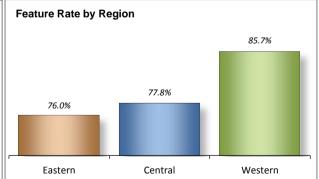
Featuring of whole turkeys remains strong but has begun to drop off as the ad cycle begins to pass the holiday and retailers drop birds from the circulars. Prices for both fresh and frozen birds are about steady to slightly higher than last week's average; both are

considerably down from last year. Fresh and frozen bone-in breasts continue to be heavily promoted for those seeking something smaller than a whole turkey with frozen being the most popular option. More retailers are featuring rotisserie breasts this week as another option for the Holidays while the balance of white items are mostly quiet. Dark parts are slow at steady to lower prices. Ground turkey is taking a breather with most items not as active as last week. Over half of the ground turkey ads continue to be 93% lean.

This Week's Turkey Feature Highlights







All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the I weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion



Fri. Dec 25, 2009

USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/25 thru 12/31.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

·	EASTERN U.S.			CENTRAL U.S.		F. Con	WESTERN U.S.		A
	(CT,DC,DE,FL,GA,MA,MD,MI	Ε,		(AL,AR,IA,IL,IN,KS,KY,LA,N	II,MN,		(AZ,CA,CO,ID,MT,		(1
	NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)		#	MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			NM,NV,OR,UT,WA,WY)		T
Feature Rate 1/	76.0% of 8,400 sampled outlets 3.7% of stores w/ no-price promotions			77.8% of 5,900 sampled outlets			85.7% of 4,300 sampled outlets		
Special Rate 4/				11.7% of stores	v/ no-price pro	motions	17.0% of stores w/ no-price promotions		
Activity Index 2/	Activity Index = 30,710				Index = 21,900		Activity Index = 13,070		
•	Price Range Summary		у	Price Range Summary			Price Range Summary		
	(\$/pound)	Stores \	Vtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg
WHOLE BIRDS:									
Fresh - Hens	0.97 - 1.79	5,890	1.39	0.97 - 1.99	4,170	1.43	0.98 - 1.99	3,860	1.33
" - Toms	0.97 - 1.79	5,830	1.39	0.97 - 1.99	4,080	1.43	0.98 - 1.99	3,600	1.33
Frozen - Hens	0.39 - 1.49	5,910	0.85	0.57 - 1.49	4,330	0.96	0.49 - 1.29	700	0.85
" - Toms	0.39 - 1.49	6,180	0.86	0.57 - 1.59	4,820	0.96	0.49 - 1.29	880	0.78
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.99	850	2.35	1.99 - 2.79	720	2.54	1.59 - 2.79	450	2.39
Frozen	0.97 - 2.79	4,240	1.54	0.99 - 2.79	2,770	1.62	1.39 - 1.99	1,590	1.77
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.69	20	2.69	2.19	10	2.19			
Rotisserie	5.99 - 8.00	340	7.27	6.98 - 8.99	240	8.74	5.99 - 9.99	180	6.95
Boneless, whole									
Cutlets	3.99 - 4.59	100	4.17				5.45	10	5.45
Cutlets, thin sliced									
Strips							5.45	10	5.45
Tenders							2.29 - 4.79	20	2.94
Marinated Tenders	3.73 - 4.79	50	4.54						
Drumsticks				1.49	10	1.49			
Thighs				2.19	10	2.19			
Wings				1.49	10	1.49			
Necks				1.49	10	1.49			
Smoked Drumsticks	1.59	30	1.59						
Smoked Wings	1.59 - 1.68	50	1.64						
Smoked Necks	1.38	30	1.38						
GROUND TURKEY:									
Patties	2.50	10	2.50	3.00	10	3.00	3.00	130	3.00
Sausage	1.88 - 3.99	370	2.21	2.29 - 2.46	230	2.45	2.39	20	2.39
85% lean	2.30 - 2.50	260	2.34	1.66 - 2.30	40	2.01	1.83	130	1.83
93% lean	2.31 - 4.22	500	2.66	2.40 - 2.80	420	2.53	2.49 - 3.19	1,170	2.79
Breast (99-100% lean)	4.39 - 4.99	50	4.75	3.99	20	3.99	4.17 - 4.79	320	4.76
Rolls (frsh/frz 1 lb.)									

A full breakdown of supermarket promotions featuring turkey and other poultry for Christmas/Hanukkah will be available on December 24, 2009 on our website at:

www.ams.usda.gov/pymarketnews.htm

"Poultry and Egg Market Reports"

"Holiday Advertising"

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, roaster chickens, capons, cornish hens, gizzards, livers, ducklings, geese, baking hens, shell eggs, egg nog, and liquid egg products.

This and all of our other holiday promotions reports are also available in spreadsheet format. Please contact us at the number/e-mail address below to receive the spreadsheet files.